Fashion Calendar 1948

Sept. 27, 1948

JANUARY

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RUTH FINLEY, EDITOR • FRANCES HUGHES, ASSOCIATE EDITOR

44 WEST 52ND STREET NEW YORK 19, N. Y. ELDORADO 5-3693

FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
	WEEK ENDING FRIDAY, SEPTEMBER 24TH, 1948		
Beginning Friday Sept. 24 10:30 A.M.; 2:30 P.M.	SHOWING OF CRUISE COLLECTION	PAUL PARNES	498 SEVENTH AVENUE SHOWROOM
	Paul Parnes will present his cruisewear collection daily at 10:30 A.M. and 2:30 P.M. For appointment, contact: Gladys Steiner, Lester Harrison, Inc., MU. 9-1630.		
Friday Sept. 24 12:30 P.M.	PRESENTATION OF FALL AND WINTER FASHIONS	OPPENHEIM COLLINS 33 WEST 34TH STREET	3RD FLOOR
	A complete wardrobe of Fall and Winter fashions will be presented at Oppenheim Collins, including a group of clothes from Glamour Magazine. (The show will be repeated at Oppenheim Collins in Brooklyn on Friday, Oct. 1). Commentator: Joan Finley, associate merchandise editor, Glamour. Open to public. Publicity: Evelyn Mandl, WI. 7-8200.		
Friday Sept. 24	PUBLICATION OF NEW TEEN-AGE BOOK	EMILY WILKENS	G. P. PUTNAM'S SONS 2 WEST 45TH STREET
	"Here's Looking At You"--new book by Emily Wilkens emphasizing "the modern slant on smartness for the junior miss." Miss Wilkens presents the personal approach to correct grooming and fashions for the teen-ager in the person of her 16 year old sister who is a typical "tubby-Teen" until the good advice of her "big sister" turns her into a bobby-sox dream girl. Special feature is the inside of the book cover which is marked into a "Magic Closet Chart" to be used as a handy guide for wardrobe planning. Emily Wilkens will be at Macy's Junior Deb Department on Saturday, September 25, from 1:00 P.M. to 3:00 P.M. to autograph her book and discuss fashion problems with teen-agers. Price: $2.50. Contact: Maureen McManus, G.P. Putnam's Sons, VA. 6-3800.		
Saturday Sept. 25 12:30 P.M. Luncheon	BENEFIT LUNCHEON AND FASHION PRESENTATION	FOR BENEFIT OF HANDICAPPED CHILDREN	HOTEL PLAZA BALLROOM
	Fashion show for benefit of handicapped children; showing of gowns by Bette Segel, furs by Dupler's, Leora Hats, shoes by Del Mar, gloves by Wear Right. Commentators: Maggi McNellis and Robin Morgan. For reservations, contact Mrs. Dorothy Printz, UN. 3-7408. Publicity: Herbert Lannard, WA. 3-5396.		
	WEEK BEGINNING MONDAY, SEPTEMBER 27, 1948		
Cancelled Sept. 27	BERGDORF GOODMAN'S PRESS SHOWING OF READY-TO-WEAR ORIGINALS, ORIGINALLY SCHEDULED FOR MONDAY, SEPTEMBER 27 AT 11:00 A.M., HAS BEEN CANCELLED.		
Monday Sept. 27 1:00 P.M. Luncheon	SHOWING OF FASHIONS FOR TALL GIRLS	PEG NEWTON	ST. REGIS HOTEL ROOF
	"Long View of Fall Fashions" -- complete wardrobe for tall girls. Hats by Peg Fischer. Press by invitation. Public by reservation; contact: PL. 3-4500, Ext. 123. Peg Newton Publicity: Donna Cannon, MU. 8-2170. St. Regis Fashion Publicity: Mary Alice Rice, CI. 6-1790.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Monday Sept. 27- Oct. 2	SILVER JUBILEE COSTUME EXHIBIT	TRAPHAGEN SCHOOL OF FASHION	1680 BROADWAY AT 52ND STREET
	A group of costumes of the Near and Far East from the Traphagen Museum Collection, together with photographs of authentic costumes of foreign countries. Open to public. Contact: Dorothy Tyroler, CO. 5-2077.		
Tuesday Sept. 28 12:30 P.M. Luncheon	PRESS PREVIEW OF CUSTOM MILLINERY	SAKS FIFTH AVENUE	ST. REGIS HOTEL PRIVATE SUITE
	Custom millinery designed by Tatiana du Plessix will be presented to the press by Saks Fifth Avenue. Attendance by invitation only. Publicity: Helen Kauper, PL. 3-4000.		
Tuesday Sept. 28 1:00 P.M. Luncheon	HAND KNIT FASHIONS AT LUNCHEON SHOW	MIMI PEARCE (23 EAST 67TH ST.)	HOTEL PIERRE COTILLION ROOM
	Presentation of custom-made knit fashions by Mimi Pearce at a luncheon. Attendance by invitation. Hotel Pierre Fashion Publ.: Mrs. Herbert MacGrey Hanscom, TE. 8-8000.		
Wednesday Sept. 29- Sept. 30 12:30 P.M.	FUR FASHION SHOW IN CANADA	RITTER BROTHERS	MONTREAL CANADA
	Presentation of Ritter Original "Symphony Fur Fashions" during luncheon at the Ritz-Carlton in Montreal. Publicity: Claire A. Wolff, LO. 4-7230.		
Wednesday Sept. 29 1:00 P.M. Luncheon	"FURS FOR '49" AT LUNCHEON SHOW	DEIN-BACHER OF THE WALDORF	WALDORF-ASTORIA STARLIGHT ROOF
	Dein-Bacher of the Waldorf will present their new fur fashions during luncheon. Press by invitation. Public by reservation; contact: "Frank", EL. 5-3000. Dein-Bacher Publicity: Winsome Courtney, PL. 9-5913. Ted Saucier Publicity Office: Annette Goodrich, EL. 5-3000.		
Wednesday Sept. 29 1:00 P.M. Luncheon	FASHIONS FOR FALL BY TINA LESER	EDWIN H. FOREMAN INC.	HOTEL PIERRE COTILLION ROOM
	Tina Leser will present her Fall fashion at a luncheon fashion show for the benefit of United Children's Appeal. Press by invitation. Public by reservation; contact "Jack" Cotillion Room headwaiter, TE. 8-8000. Hotel Pierre Fashion Publicity: Mrs. Herbert MacGrey Hanscom, TE. 8-8000.		
Wednesday Sept. 29 2:30 P.M.	SHOWING OF FASHIONS UNDER FIFTY DOLLARS	B. ALTMAN & CO.	3RD FLOOR
	Altman's, in conjunction with Good Housekeeping Magazine, will present a showing of Fall fashions which will retail for under fifty dollars. Open to public. Publicity: Etta Daub, MU. 9-7000, Ext. 412.		
Wednesday Sept. 29 3:00 P.M.- 4:00 P.M.	BENEFIT LUNCHEON AND FASHION SHOW	SYDELL (666 FIFTH AVENUE)	HOTEL PIERRE GRAND BALLROOM
	Sydell will present her collection of Fall and Winter custom-made daytime and evening fashions at a benefit luncheon. Hats by Dorothy Gordon. Tickets: $10.50. Contact: ES. 5-4319.		
Thursday Sept. 30 9:00 A.M. Breakfast	PRESS PREVIEW OF NEW COLLECTION	SIGMUND CRANE	498 SEVENTH AVENUE SHOWROOM
	Sigmund Crane presents, for the first time, his completely new collection of Spring and Cruisewear fashions by one of America's most talented designers. The retail price of these clothes will be under $30. (Note change of date). By invitation only. Publ.: Ruth Hammer Assoc., EL.5-6043.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Thursday Sept. 30 1:00 P.M. Luncheon	"FROM HEAD TO TOE" FALL FASHION SHOW	LEWIS PURSES & UNION SETTLEMENT	HOTEL PLAZA TERRACE ROOM
	David Lewis will present his Fall handbags at a luncheon show. Gloves by Viola Weinberger; shoes by Evins; hats by Mme. Pauline; jewelry by Trifari. There will be special prizes for those bringing rummage for benefit of Union Settlement. Press by invitation. Public by reservation; contact: Ronnie MacNichol, PL. 3-1740, Ext. 176. Lewis Purses Publicity: Alexandre Tarsaidze, MU. 5-0960. Hotel Plaza Fashion Publicity: Dorothy Wentworth King or Adele Brown, PL. 3-1740.		
Thursday Sept. 30 1:00 P.M. Luncheon	READY-TO-WEAR FASHION SHOW	JAECKEL, INC.	ST. REGIS HOTEL ROOF
	Jaeckel will show ready-to-wear Fall and Winter fashions for misses and women at a luncheon show. Press by invitation. Public by reservation. Contact: PL. 3-4500, Ext. 123. Jaeckel contact: Lillian Stern, PL. 5-7000. St. Regis Fashion Publicity: Mary Alice Rice, CI. 6-1790.		
Thursday Sept. 30 4:00 P.M.- 6:00 P.M. Cocktails	PRESS SHOWING: CRUISE AND RESORT COLLECTION	MARGARET NEWMAN	25 WEST 57TH STREET SHOWROOM
	Margaret Newman of Miami will open her New York showroom with a press preview of round-the-clock fashions including beachwear, playclothes, spectator sports, and cocktail ensembles. Attendance by invitation only. Daily trade showings beginning Wednesday, October 6. Publicity: Ann Rabin, MU. 8-3823.		
Friday Oct. 1 12:30 P.M.	REPEAT SHOWING OF NEW FALL FASHIONS	OPPENHEIM COLLINS BROOKLYN	2ND FLOOR
	The fashion show presented on Friday, Sept. 24, at Oppenheim Collins -- New York (see Page 1) will be repeated in their Brooklyn store on Friday, October 1. Open to public. Publicity: Evelyn Mandl, WI. 7-8200.		
Friday Oct. 1 12:30 P.M. Luncheon	ORIGINAL FUR FASHIONS AT SHOW IN CANADA	RITTER BROS.	QUEBEC CITY CANADA
	Luncheon showing at the Chateau Frontenac (Quebec City, Canada) of Ritter Original "Symphony Fur Fashions." Publicity: Claire A. Wolff, LO. 4-7230.		
Oct. 4	FIRST DAY OF JEWISH NEW YEAR--ROSH HASHONAH (Monday).		
Oct. 5	SECOND DAY OF JEWISH NEW YEAR--ROSH HASHONAH (Tuesday).		
Tuesday Oct. 5 1:00 P.M. Luncheon	LUNCHEON SHOWING OF MILLINERY FASHIONS	WALTER FLORELL	RITZ CARLTON HOTEL OVAL ROOM
	Walter Florell's Winter hat collection will be presented at the first in the regular weekly series of luncheon fashion shows at the Ritz Carlton this season. Press by invitation. Public by reservation; contact, PL. 3-4600, Ext. 20. Florell Publicity: Mildred Kaldor, MU. 9-5420. Ritz Fashion Publicity: Marion Morrison, PL. 3-4600.		
Wednesday Oct. 6 8:45 A.M. Breakfast	BATHING SUITS AND BEACHWEAR FASHION SHOW	BESTLYNE CO. (1400 B'WAY)	HOTEL PLAZA TERRACE ROOM
	Bestlyne will present Reel-Poise bathing suits and beachwear at a breakfast for the press and trade. Showing at 9:15 A.M. Attendance by invitation only. Publicity: Mildred Kaldor, MU. 9-5420.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Wednesday Oct. 6- Oct. 8 10:30 A.M.; 2:30 P.M.	BEACH AND SPORTS FASHIONS FOR 1949	FRANCES SIDER, INC.; SUNCLOTHES, INC.	1384 BROADWAY 24TH FLOOR
	Bathing Suits, Beach, Play and Casual Sport clothes will be presented by Frances Sider, and Sunclothes (division of Frances Sider, Inc.) Contact: Terry Mason, BR. 9-3790.		
Wednesday Oct. 6 12:00 Noon Luncheon	"WOOLS FOR WARMTH" FORUM AND LUNCHEON	ASS'N OF KNITTED GLOVE & MITTEN MFRS.	HOTEL PENNSYLVANIA SALON MODERNE
	"Wools for Warmth" will be the theme of a forum and luncheon, with announcement of plans for American Knit Glove Week (Nov. 15 - Nov. 20). Press and buying offices by invitation. Publicity: Claire A. Wolff, LO. 4-7230.		
Wednesday Oct. 6 1:00 P.M. Luncheon	FORECAST FASHIONS AT LUNCHEON SHOW	THE TAILORED WOMAN	WALDORF-ASTORIA SERT ROOM
	"Fashion Dairy of a Well Dressed Woman" -- new fashions by The Tailored Woman at a luncheon show. Press by invitation. Public by reservation; contact "Frank", headwaiter, EL. 5-3000. Tailored Woman Publicity: Belle Irene Gillis, PL. 5-2500. Ted Saucier Publicity Office: Annette Goodrich, EL. 5-3000.		
Wednesday Oct. 6 1:00 P.M. Luncheon	FUR FASHIONS AT LUNCHEON SHOW	GUNTHER	HOTEL PIERRE COTILLION ROOM
	Gunther will present fur fashions for Fall and Winter in addition to custom originals designed by Alice Orovan. Press by invitation. Public by reservation; contact "Jack", Cotillion Room headwaiter, TE. 8-8000. Gunther Publicity: Nona James, VO. 5-3440. Hotel Pierre Publicity: Mrs. Herbert MacGrey Hanscom, TE. 8-8000.		
Wednesday Oct. 6 4:30 P.M. Cocktails	PRIVATE SHOWING FOR FASHION PRESS	THE McMULLEN CO. (475 FIFTH AVENUE)	RITZ CARLTON HOTEL GRAND BALLROOM
	The McMullen Company's semi-annual preview for the fashion press, with a showing of their Resort and Spring fashions. Seating from 3:30 P.M. Showing promptly at 4:30 P.M. Attendance strictly by invitation, which must be presented at the door. (Trade showings at McMullen Showroom, 475 Fifth Avenue, beginning Thursday, October 7, at 10:30 A.M. and 2:00 P.M.) Publicity: Abagail A. Johnson, MU. 3-9560.		
Beginning Wednesday Oct. 6	OPENING OF RESORT AND SPRING LINE	del MAR SPORTSWEAR LIMITED	1400 BROADWAY 19TH FLOOR
	Continuous daily showings of Resort and Spring line of del Mar Sportswear. Publicity: Mildred Kaldor, MU. 9-5420.		
Beginning Wednesday Oct. 6	OPENINGS OF RESORT AND SPRING LINES	SPORTSWEAR GUILD	INDIVIDUAL NEW YORK SHOWROOMS
	The opening dates follow: Wednesday, October 6 ADLER & ADLER, KANE-WEILL; SPORTCRAFT; STAR-MAID DRESSES Thursday, October 7 DAVIDOW; MUTUAL-ROSENBLOOM; CHARLES W. NUDELMAN Friday, October 8 DAVID M. GOODSTEIN; ZOLTAN ROSENBERG Contact individual manufacturers.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Beginning Wednesday Oct. 6- Dec. 13	EIGHTH FASHION TRAINING COURSE	THE FASHION GROUP INC. (9 ROCKEFELLER PLAZA)	BEEKMAN TOWER HOTEL 3 MITCHELL PLACE
	Eighth annual course, "Fashion Jobs", sponsored by the Fashion Group Inc., and consisting of ten 2-hour sessions each Monday from 7:30 to 9:30 P.M., with key speakers discussing a specific field of fashion. (The first lecture is scheduled for Wednesday, Oct. 6, because of the Jewish holiday on Monday). Subjects will include: Fashions Markets, Fabric Styling, Designing Trends, Buying, Coordination, Advertising, Display, Publicity, Editorial. Tuition fee for series: $15.00 or $2.00 for each individual lecture. Chairman: Helen Faith Keane, fashion consultant. Contact: The Fashion Group, CI. 7-3940.		
Thursday Oct. 7 12:15 P.M. Luncheon	COSMETICS DIVISION LUNCHEON MEETING	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL BILTMORE BALLROOM
	Subject: "Making Dollars and Making Sense"--New Markets, New Thinking, New Merchandising. Speakers: Ann Delafield, Director, DuBarry Success School and the Richard Hudnut Salon; Mary Bailey, Beauty Editor, Fawcett Publications; Irving Brooks Harris, Executive Vice President, The Toni Co., Chicago. Chmn. Cosmetic Div.: Helen Van Slyke. Price (including tax and tip): $3.10 for members; $3.50 for guests. Contact: The Fashion Group, Inc., CI. 7-3940.		
Thursday Oct. 7 1:00 P.M. Luncheon	CUSTOM-MADE FASHIONS AT LUNCHEON SHOW	KNIZE, INC.	HOTEL PLAZA TERRACE ROOM
	Knize will present custom-made coats and suits for Fall and Winter. Press by invitation. Public by reservation; contact Ronnie MacNichol, PL. 3-1740, Ext. 176. Knize Publ.: Mary Alice Rice, CI. 6-1790. Hotel Plaza Fashion Publ.: Dorothy Wentworth King or Adele Brown, PL. 3-1740.		
Thursday Oct. 7 4:30 P.M. Cocktails	PRESS PREVIEW: RESORT AND SPRING FASHIONS	ADLER & ADLER	550 SEVENTH AVENUE 20TH FLOOR
	"Sunny Weather Collection"--Adler and Adler's press showing of Resort, Cruise and Spring fashions, and also Spectator Sportswear. Attendance by invitation only. Contact: Paul Adler, CH. 4-6630.		
Monday Oct. 11 9:30 A.M. Breakfast	PRESS SHOWING OF PARIS FUR FASHIONS	JAECKEL, INC.	10 EAST 57TH STREET SALON
	A complete showing of daytime through evening custom-order furs from Paris will be presented to the press by Jaeckel. Attendance by invitation only. Contact: Lillian Stein, PL. 5-7000.		
Monday Oct. 11 1:00 P.M. Luncheon	READY-TO-WEAR FASHIONS AT LUNCHEON SHOW	PEGGY ROTH (400 PARK AVE.)	HOTEL PLAZA PERSIAN ROOM
	Showing of Peggy Roth's ready-to-wear Fall fashions during luncheon. Press by invitation. Public by reservation; contact Ronnie MacNichol, PL. 3-1740, Ext. 176. Roth Publicity: Mary Alice Rice, CI. 6-1790. Hotel Plaza Fashion Publicity: Dorothy Wentworth King or Adele Brown, PL. 3-1740.		
Monday Oct. 11 2:30 P.M.- 4:00 P.M.	"PORTRAIT OF JENNIE" FALL AND SPRING FASHION SHOW	"PORTRAIT OF JENNIE" BY DAVID O. SELZNICK	METROPOLITAN MUSEUM OF ART--AUDITORIUM
	Leading designers will show fashions inspired by the David O. Selznick production, "Portrait of Jennie", starring Jennifer Jones, Joseph Cotten, and Ethel Barrymore. Presentation of Spring accessory color, "Portrait Blue." Attendance by invitation only. Selznick Releasing Organization: Ted Baldwin, EL. 5-5323. Publicity: Claire A. Wolff, LO. 4-7230.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Beginning Monday Oct. 11	SHOWING OF RESORT COLLECTION	CAROLYN SCHNURER	1410 BROADWAY 17TH FLOOR
	Carolyn Schnurer will present her resort collection daily at 10:30 A.M., 12:30 P.M. (Box Luncheon), and 3:30 P.M. For luncheon reservation, contact: Virginia White, CH. 4-8446.		
Beginning October 11	ADVANCE SPRING OPENINGS IN LOS ANGELES, CALIFORNIA. Contact: California Apparel Creators, 756 S. Broadway, Los Angeles 14.		
Oct. 12	COLUMBUS DAY (Tuesday).		
Tuesday Oct. 12 1:00 P.M. Luncheon	FALL AND WINTER FASHIONS AT LUNCHEON	JONAI (408 PARK AVE.)	RITZ CARLTON HOTEL OVAL ROOM
	Custom-order and ready-to-wear originals, including street, evening and dinner clothes, coats and suits, will be presented by Jonai during luncheon. Press by invitation. Public by reservation; contact: PL. 3-4600, Ext. 20. Ritz Fashion Publicity: Marion Morrison, PL. 3-4600.		
Oct. 13	YOM KIPPUR - JEWISH DAY OF ATONEMENT (Wednesday).		
Wednesday Oct. 13 1:00 P.M. Luncheon	SKIS AND SKI FASHIONS AT LUNCHEON SHOW	ANDRE SKI SHOP; TEY MANUFACTURING CO.	WALDORF-ASTORIA SERT ROOM
	Ski wardrobe, custom made by the Andre Ski Shop, 49 East 47th St., styled for True-Flex, Tey's newly perfected aluminum skis presented in high fashion shades. Press by invitation. Public by reservation; contact: "Frank", headwaiter, EL. 5-3000. Tey and Andre Publicity: Anne Albee or Augusta Arnold, Lindsay Advertising, PL. 3-8571. Ted Saucier Publicity Office: Annette Goodrich, EL. 5-3000.		
Thursday Oct. 14 1:00 P.M. Luncheon	FALL FASHIONS AT LUNCHEON SHOW	ROSETTE PENNINGTON	HOTEL PLAZA PERSIAN ROOM
	Rosette Pennington will present Fall custom-order and ready-to-wear coats, suits, dresses, shoes, millinery, accessories, jewelry at a luncheon fashion show. Press by invitation. Public by reservation; contact Ronnie MacNichol, PL. 3-1740, Ext. 176. Hotel Plaza Fashion Publicity: Dorothy Wentworth King or Adele Brown, PL. 3-1740.		
Thursday Oct. 14 2:30 P.M.	SHOWING OF MISSES COMPLETE WARDROBE	B. ALTMAN & CO.	3RD FLOOR
	Altman's will present misses coats, suits, dresses, evening fashions and millinery. Open to public. Publicity: Etta Daub, MU. 8-7000, Ext. 412.		
Thursday Oct. 14 3:30 P.M.	PRESS SHOWING OF CUSTOM ORDER FURS	SAKS FIFTH AVENUE	5TH FLOOR FUR SALON
	Custom fur fashions designed by Sophie and Julio Laffitte will be presented to the press. Attendance by invitation only. Publicity: Helen Kauper, PL. 3-4000.		
Thursday Oct. 14 4:30 P.M.- 7:00 P.M. Cocktails	MEN'S FASHION SHOWING OF "FANCIFUL FASHIONS"	WILSON BROTHERS (180 MADISON AVE.)	HOTEL PIERRE ROOF GARDEN
	Preview of what "Men of Tomorrow" may wear with an exhibit of next Spring's line of men's furnishings, ranging from colorful underwear through 3,000 patterns and colors of neckties. Also, exhibits of fashions which have been taken from men by women. Attendance by invitation only. Publicity: Wain & Baruch, Inc., PL. 8-0868.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Monday Oct. 18 1:00 P.M. Luncheon	FUR FASHIONS AT LUNCHEON SHOW	HARRA FURS (15 WEST 57TH ST.)	HOTEL PLAZA PERSIAN ROOM
	Fur fashions by Harra will be presented at luncheon at the Plaza. Press by invitation. Public by reservation. Contact: Ronnie MacNichol, PL. 3-1740, Ext. 176. Harra Publicity: Mary Alice Rice, CI. 6-1790. Hotel Plaza Fashion Publicity: Dorothy Wentworth King or Adele Brown, PL. 3-1740.		
Monday Oct. 18 2:15 P.M.	PRESENTATION OF FLORIDA FASHIONS	MIAMI FASHION COUNCIL	HOTEL McALPIN CRYSTAL ROOM
	Cruise and resort fashions will be presented with daily trade showings through Thursday, October 21. Contact: Susan Cree, Fashion Coordinator, Miami Fashion Council, Miami, Florida.		
Beginning Monday Oct. 18	SPRING AND RESORT OPENINGS BY FOGA	FASHION ORIGINATORS' GUILD OF AMERICA, INC.	INDIVIDUAL NEW YORK SHOWROOMS
	Guild members who will present their lines include:		
	HANSEN BANG, INC.	JOSEPH HALPERT, INC.	BEN REIG, INC.
	BEN BARRACK, INC.	HORWITZ & DUBERMAN	C.H.D. ROBBINS CO.
	WILLIAM BASS DRESS CO.	INTERNATIONAL DRESS CO.	RUDOLF GOWNS
	CAPRI FROCKS, INC.	JUNIOR LEAGUE FROCKS	PAUL SACHS ORIGINALS
	CARLYE DRESS CORP.	KAPLAN & GRABOIS	MARTIN SIMON, INC.
	DEITSCH WERSBA & COPPOLA	SAMUEL KASS GOWNS	HERBERT SONDHEIM, INC.
	FOX-BROWNIE, INC.	CHARLES LANG, INC.	FRANK STARR, INC.
	ED GERRICK, INC.	DAVID LEONARD & LEVINE	SUZANNE-AUGUSTINE, INC.
	A. GOODMAN & CO., INC.	MARY LEE, INC.	JANET TAYLOR
	FRED GREENBERG DRESS CO.	MORRIS & MARCUS	HANNAH TROY, INC.
		PARNIS-LIVINGSTON, INC.	
	Contact: Leonard W. Gendler, Executive Secretary, CH. 4-6945.		
Tuesday Oct. 19 9:30 A.M. Breakfast	PRESS PREVIEW OF RESORT AND PLAYCLOTHES	GEORGE MORTON, INC. (44 EAST 32ND ST.)	HOTEL ASTOR
	George Morton Inc., will present a press showing of playclothes for resort wear. Attendance by invitation only. Publicity: Duhan Associates, PL. 7-6975.		
Tuesday Oct. 19 1:00 P.M. Luncheon	NEW MILLINERY AT LUNCHEON SHOW	LADDIE NORTHRIDGE	RITZ CARLTON HOTEL OVAL ROOM
	Fall and Winter millinery will be presented by Laddie Northridge. Press by invitation. Public by reservation. Contact: PL. 3-4600, Ext. 20. Laddie Northridge Publicity: Elizabeth Maher Associates, EL. 5-4248. Ritz Fashion Publicity: Marion Morrison, PL. 3-4600.		
Wednesday Oct. 20 12:30 P.M. Luncheon	PRESS PREVIEW: DIAMOND FASHIONS FOR 1949	N.W. AYER & SON, INC.	RITZ CARLTON HOTEL CRYSTAL GARDEN
	Diamond fashion show at a luncheon for the New York fashion press. (More details later). By invitation only. Publicity: Jean Shanley, CI. 6-0200.		
Wednesday Oct. 20 1:00 P.M. Luncheon	FUR ORIGINALS AT LUNCHEON SHOW	ARONOWICZ, INC. (19 WEST 57TH ST.)	HOTEL PIERRE COTILLION ROOM
	Furs and fur accessories and also fur fashions for juniors and children by Aronowicz will be presented during luncheon. Hats, Florence Reichman. Press by invitation. Public by reservation: contact: "Jack", Cotillion Room headwaiter, TE. 8-8000. Hotel Pierre Fashion Publicity: Mrs. Herbert MacGrey Hanscom, TE. 8-8000.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Thursday Oct. 21 1:00 P.M. Luncheon	HOLIDAY FASHIONS AT LUNCHEON SHOW	RUSSEKS FIFTH AVENUE	HOTEL PLAZA TERRACE ROOM
	Russeks will present new fashions during luncheon. Press by invitation. Public by reservation; contact Ronnie MacNichol, PL. 3-1740, Ext. 176. Russeks Publicity: Helen Moran, WI. 7-1900. Hotel Plaza Fashion Publicity: Dorothy Wentworth King or Adele Brown, PL. 3-1740.		
Thursday Oct. 21 3:00 P.M.- 6:00 P.M.	PRESS SHOWING OF SWIM SUIT FASHIONS	FLEXEES	417 FIFTH AVENUE SHOWROOM
	Flexees will present their 1949 line of "Sea Molds" swim suits at a showing for the press. Attendance by invitation only. Publicity: Veronique Hall, PL. 7-6300.		
Oct. 24	UNITED NATIONS DAY (Sunday)		
Monday Oct. 25 4:30 P.M. Cocktails	PRINT FASHIONS FOR RESORT AND SPRING	ROBAIX, INC.	HOTEL PLAZA TERRACE ROOM
	Robaix will present their exclusive prints for Resort and Spring in fashions created by America's leading designers at an all-print fashion show. Attendance by invitation only. Publ.: Mildred Kaldor, MU. 9-5420.		
Monday Oct. 25- Oct. 28	FIFTHEENTH ANNUAL NATIONAL SHOE FAIR	NATIONAL SHOE MFRS.; NATIONAL SHOE RETAILERS	FOUR LEADING CHICAGO HOTELS
	Shoe buyers from the U.S. and Canada will participate in the largest National Shoe Fair in history. Spring footwear fashions will be displayed in four Chicago hotels: Palmer House, Stevens, Morrison, and Congress. There will also be 95 booths for shoe exhibits in the exhibition hall at the Palmer House. Contact: George E. Gayou, Mgr., Palmer House, Room 953W, Chicago, Illinois.		
Tuesday Oct. 26 1:00 P.M. Luncheon	LUNCHEON FASHION PRESENTATION	SADA SACKS (671 MADISON AVE.)	RITZ CARLTON HOTEL OVAL ROOM
	Showing of daytime and evening fashions during luncheon. Press by invitation. Public by reservation; contact, PL. 3-4600, Ext. 20. Contact: Milton Cline, TE. 8-5595. Ritz Fashion Publ.: Marion Morrison, PL. 3-4600.		
Tuesday Oct. 26 1:00 P.M. Luncheon	FASHION PRESENTATION BY HARPER'S BAZAAR	AMERICAN WOMEN'S VOLUNTARY SERVICES	HOTEL PLAZA TERRACE ROOM
	Annual luncheon and fashion show by the National American Women's Voluntary Services, with a showing of new fashions selected and presented by "Harper's Bazaar". Price: $5.00 per person. For tickets, contact: A.W.V.S., 99 Park Avenue, LE. 2-1722.		
Tuesday Oct. 26- Oct. 29 2:30 P.M.; 8:30 P.M.	"FASHIONS OF THE TIMES": SEVENTH EDITION	NEW YORK TIMES	N.Y. TIMES HALL 240 WEST 44TH STREET
	The New York Times will present its Seventh Annual Fashion Show "Fashions of the Times", with two performances daily, matinee and evening, on Tuesday, Wednesday, Thursday and Friday. Tickets: $3.60 (including tax). Contact: Virginia Lally, N.Y. Times Promotion Dept., LA. 4-1000, Ext. 507.		
Wednesday Oct. 27 1:00 P.M. Luncheon	NEW COIFFURES AT LUNCHEON SHOW	MICHAEL OF THE WALDORF	WALDORF-ASTORIA SERT ROOM
	Michael of the Waldorf will present new hair styles at a luncheon show. Press by invitation. Public by reservation; contact "Frank", headwaiter, EL. 5-3000. Ted Saucier Publicity Office: Annette Goodrich, EL. 5-3000.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Wednesday Oct. 27 1:00 P.M. Luncheon	MILLINERY FASHIONS AT LUNCHEON SHOW	EVE TARTAR (676 MADISON AVE.)	HOTEL PIERRE COTILLION ROOM
	New millinery fashions by Eve Tartar will be presented during luncheon. Press by invitation. Public by reservation; contact, "Jack", Cotillion Room headwaiter, TE. 8-8000. Eve Tartar contact: Estell Staub, TE. 8-5254. Hotel Pierre Fashion Publicity: Mrs. Herbert MacGrey Hanscom, TE. 8-8000.		
Wednesday Oct. 27 2:30 P.M.	SHOWING OF WOMEN'S COMPLETE WARDROBE	B. ALTMAN & CO.	3RD FLOOR
	Coats, suits, dresses, gowns, and millinery for women will be presented at Altman's. Open to public. Publicity: Etta Daub, MU. 9-7000, Ext. 412.		
Thursday Oct. 28 1:00 P.M. Luncheon	SHOES AND ACCESSORIES AT LUNCHEON SHOW	I. MILLER	HOTEL PLAZA PERSIAN ROOM
	I. Miller will present cocktail, dinner, and dressy daytime shoes during luncheon. Press by invitation. Public by reservation; contact: Ronnie MacNichol, PL. 3-1740, Ext. 176. I Miller Publicity: Helen Horchler, BR. 9-2000. Hotel Plaza Fashion Publicity: Dorothy Wentworth King or Adele Brown, PL. 3-1740.		
Nov. 2	ELECTION DAY (Tuesday)		
Wednesday Nov. 3 1:00 P.M. Luncheon	CHILDREN'S FASHIONS AT LUNCHEON SHOW	GEORG JENSEN	WALDORF-ASTORIA SERT ROOM
	Fabulous fashions for children will be presented by Georg Jensen at a luncheon fashion show. Press by invitation. Public by reservation; contact "Frank", headwaiter, EL. 5-3000. Georg Jensen, contact: EL. 5-6630. Ted Saucier Publicity Office: Annette Goodrich, EL. 5-3000.		
Thursday Nov. 4 1:00 P.M. Luncheon	FUR FASHIONS AT LUNCHEON SHOW	RITTER BROTHERS	HOTEL PLAZA TERRACE ROOM
	Presentation of Ritter Original "Symphony Fur Fashions" at a luncheon show. Press by invitation. Public by reservation; contact Ronnie MacNichol, PL. 3-1740, Ext. 176. Ritter Publicity: Claire A. Wolff, LO. 4-7230. November and December Fashion Shows at The Plaza on Thursdays are being handled by Mary Alice Rice, CI. 6-1790.		
Thursday Nov. 4 3:30 P.M.	PRESS SHOWING OF "FASHIONS IN FIGURES"	FLEXEES	417 FIFTH AVENUE SHOWROOM
	Flexees will present "Fashions in Figures" for Spring 1949, at a special press showing of brassieres, girdles and combinations. Showing promptly at 4:00 P.M. Attendance by invitation only. Publicity: Veronique Hall, PL. 7-6300.		
Tuesday Nov. 9 11:00 A.M.; and 8:15 P.M.	ANNUAL FASHION SHOWING OF FOUNDATION GARMENTS	WARNER BROS. CO.	HOTEL ASTOR GRAND BALLROOM
	"Looking Forward"--a preview of Spring 1949 fashions in corsets and brassieres by the Warner Brothers Co. By invitation only. Publicity: Anne M. Ketcham, MU. 3-1194.		
Wednesday Nov. 10 1:00 P.M. Luncheon	CASUAL FASHIONS AT LUNCHEON SHOW	CASUAL CLOTHES INC. (744 MADISON AVE.)	WALDORF-ASTORIA SERT ROOM
	Presentation of casual fashions. Press by invitation. Public by reservation. Ted Saucier Publicity Office: Annette Goodrich, EL. 5-3000.		

MUSIC...MOVIES...THEATRES...TELEVISION

Sunday Sept. 26-Oct. 1

BALLET RUSSE DE MONTE CARLO — METROPOLITAN OPERA HOUSE, 39TH & B'WAY
Ballet Foundation presents the Ballet Russe de Monte Carlo.
Sun. Mat., Sept. 26: PAS DE QUATRE, CIRQUE, THE NUTCRACKER.
Sun. Eve., Sept. 26: BALLET IMPERIAL, PAS DE QUATRE, CIRQUE, RODEO
Tues. Eve., Sept. 28: SWAN LAKE, ROUGE ET NOIR (Revival), GAITE PARISIENNE
Wed. Eve., Sept. 29: MOZARTIANA, PAS DE QUATRE, CIRQUE, BEAU DANUBE.
Thurs. Eve., Sept. 30: LES SYLPHIDES, PAS DE DEUX, QUEQUES FLEURS, GAITE
Fri. Eve., Oct. 1: GISELLE, BLUE BIRD, MADRONOS.
Publicity: Michael Mindlin Jr., CI. 7-5911.

Monday Sept. 27

OPENING: "TIME FOR ELIZABETH" — FULTON THEATRE, 46TH ST. WEST OF B'WAY
Comedy by Normal Drasna and Groucho Marx starring Otto Kruger and Katherine Alexander. Directed by Mr. Drasna, produced by Russell Lewis and Howard Young. Gowns by Mary Grant. Publicity: Helen Hoerle, CI. 6-6294.

Tuesday Sept. 28

PREMIERE: "AN INNOCENT AFFAIR" (Movie) — RIVOLI THEATRE, 1620 B'WAY
United Artists release of the comedy-romance starring Fred MacMurray and Madeleine Carroll. The story of a New York advertising man's entanglement with an attractive client, over the protest of his jealous wife. Producer: James Nasser. Director: Lloyd Bacon. Gowns by Athena. Publicity: Tess Michaels, CI. 5-6000.

Wednesday Sept. 29

PREMIERE: "HAMLET" — PARK AVENUE THEATRE, 487 PARK AVENUE
Universal-International will release the Twin Cities elaborate picturization of the Shakespearean classic, produced, directed and starred in by Laurence Olivier, with Jean Simmons, Eileen Herlie, Basil Sydney, Felix Aylmer. Sponsored in this country by The Theatre Guild. Publicity: Al Horwits, PL. 9-8000.

Wednesday Sept. 29-Oct. 24

WORLD'S CHAMPIONSHIP RODEO — MADISON SQUARE GARDEN, 50TH ST. & 8TH AVE.
The twenty-third annual World's Championship Rodeo, "The Greatest Wild West Show on Earth," will have over 200 entries. There will be 26 evening performances and 17 matinees. Price: $1.75-$6.00. Publicity: Lillian Jenkins, CO. 5-6800.

Thursday Sept. 30

PREMIERE: "RED RIVER" (Movie) — CAPITOL THEATRE, 1639 B'WAY
United Artists release of the Monterey production dealing with cattle drives along the Chisholm Trail. Starring John Wayne and Montgomery Clift with Joanne Dru and Walter Brennan. Produced and directed by Howard Hawks. Taken from the original Saturday Evening Post story, "The Chisholm Trail" by Borden Chase. Publicity: Tess Michaels, CI. 5-6000.

Thursday Sept. 30

OPENING: "EDWARD, MY SON" — MARTIN BECK THEATRE, 302 WEST 45TH ST.
New York opening of the London hit, written by Robert Morley and Noel Langley. Starring Robert Morley, Peggy Ashcroft, and Ian Hunter. Publicity: Richard Maney, WI. 7-6939.

Thursday Sept. 30 8:00 P.M.-9:00 P.M.

TELEVISION: "THE GLORIA SWANSON HOUR" — STATION WPIX, CHANNEL 11
Program includes: "High Fashion Trends", with O.E. Schoeffler, fashion editor of Esquire, who will show the new "Bold Look" for men; "Glamour on a Budget"; "Design for Living" featuring Seymour B. Wyler, nationally known silver designer. Director: Dick Rose. Fashion Coordinator: Kay Bardsley. Publicity: Clint Bolton, WPIX, MU. 2-1234.

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